

*** END OF MESSAGE ***

CC: DAW

CC: APPLICABLE RSM'S
M-2
GK

G. N. KURUC, JR.
NICK
BEST REGARDS,

IN ADVANCE, THANK YOU FOR YOUR ASSISTANCE WITH THIS REQUEST.

PLEASE SEND THE BASIC INFORMATION VIA D/T OR FAX BY **WEDNESDAY MARCH 31**.

> IMPORTANT: COMMUNICATE TO MY OFFICE CURRENT BASIC RETAIL PRICING, AND A LIST OF STORES WHERE PHILIP MORRIS IS WORKING A SPECIAL PROGRAM ON THIS BRAND. ADDITIONAL DETAILS SHOULD ALSO BE PROVIDED.
> ENSURE THAT WORTH IS ADVERTISED AND DISPLAYED PROPERLY IN ALL STORES ON BOTH S/S AND NSS SETUPS. PRICE COMMUNICATION IS KEY.

> INFORM ALL MEMBERS THAT THEY WILL BE RECEIVING \$ 1.00 OFF INVOICE. SOME STORES ARE BEING APPROACHED BY PHILIP MORRIS REGARDING THE PURCHASE OF BASIC FROM OUTSIDE SUPPLIERS. OF COURSE THIS PROGRAM OFFERS \$.80 PER CARTON AND "BUY-DOWN" MONIES. NEEDLESS TO SAY, WAKEFERN IS EXTREMELY UPSET WITH THIS PHILIP MORRIS TACTIC.

YOU CAN ASSIST WITH THIS EFFORT IN THE FOLLOWING MANNER:

1. MEMBER STORES WILL RECEIVE \$ 1.00 OFF PER CARTON (OFF INVOICE) FOR EACH CARTON OF WORTH PURCHASED FROM THE WAREHOUSE.
2. WAKEFERN WILL ADVERTISE WORTH IN THEIR REGULAR NEWSPAPER, AND PRICE PLUS CLUB ADVERTISING.

WE ARE IN THE PROCESS OF DEVELOPING A COMPREHENSIVE PROGRAM FOR WAKEFERN'S WORTH CIGARETTES, A FORSYTH BRAND. THIS PROGRAM WILL INVOLVE OFF-INVOICE MONIES TO MEMBER STORES FOR EVERY CARTON THEY PURCHASE AS WELL AS ADVERTISING SUPPORT.

DEAR MANAGERS:

***** IMPORTANT *****

RE: WAKEFERN FOOD - SHOP RITE

TO: G. P. BUCHAS
J. T. JONES
ALL DIVISION AND DISTRICT MANAGERS WITH DIRECT RESPONSIBILITY FOR SHOP-RITE STORES

DATE: 03/25/93
SALES INFORMATION SYSTEM
SUBJECT: WAKEFERN FOOD - SHOP RITE
SENDER: NICK KURUC 1240
TIME: 10:19